Website Complete Checklist

- What are the parts that go with a website to make it complete?

- How can these parts help each other and you in the long run?

- Avoid the potential lost opportunities.

Test / Activity	Website Benefit
Check each web page matches their checklist	Fix any errors
Test Website with colleagues including feedback	Find any industry issues and correct them
Test Website with sample customers including feedback	Find user experience issues and try to solve them. Did the website help them like expected?
Insert Google Analytics or equivalent tracking code in each web page.	This can track your website performance over time. This includes visitor count, traffic source, keywords used in search, time on website etc.
Create a sitemap.xml file listing all the important web pages	This will be used by search engines to examine those web pages.
Add the website domain name to search engines. Indicate the location of your sitemap.xml file	This will begin the search engine examination of your website. It may take a couple of weeks.
Link social media accounts to website. E.g. LinkedIn company page, Facebook company page etc.	This will show up as backlinks to your website for authority and traffic.
Create a Google My Business entry for a physical business location.	This will create a Google Map entry for a location. It includes contact details, website link and photos.
Add your website address into stationary, business cards, email signature blocks, advertisements etc.	Build your new website customer channel. It operates 24/7 for you.
Share your new website web page content	Provide your content to your prospects / customers.

Your website will take a while to build up traffic.

You can boost your website traffic with Pay Per Click ads. What is a new customer worth to you?

Once your website is established it can provide ongoing new business.

Did this help you? Connect and build on your efforts. Email LinkedIn Twitter Thanks.